

Form NP**1. NEW PROGRAM PROPOSAL FORM****Sponsoring Institution(s):** Lindenwood University**Program Title:** Mass Communications with options in:

- Media Management and Sales
- Radio
- Radio & Television
- Sports Information
- Television

Degree/Certificate: Bachelor of Arts**CIP Classification:** 09.0403**Implementation Date:** January, 2009**Expected Date of First Graduation:** May, 2009**AUTHORIZATION**

Jann Weitzel/ VP for Academic Affairs

Name/Title of Institutional Officer	Signature	Date
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Jann Weitzel, Ph.D.	636-949-4846	
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Person to Contact for More Information	Telephone
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Mike E. Wall	636-949-4880
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Media Management and Sales Emphasis

1. NEED - Mass Communications - Media Management and Sales Emphasis

A. Student Demand

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Sales and management are areas that will always be in demand in a free market that depends on commercial communications. The need to generate revenue and properly lead and administer media entities will be at the core of a healthy industry.

C. Societal Need

- i. The American communications consumer has high expectation for products that meet their economic and cultural needs. Professionals educated in successful competitive strategies will keep the media industries working to meet the consumers' expectations.

D. Methodology

- i. The information addressing market demand and societal need was determined through printed and online research.

2. DUPLICATION AND COLLABORATION - Mass Communications - Media Management and Sales Emphasis

Lindenwood University's Media and Management program addresses the specific needs of the media as determined through several personal interviews with industry professionals. The Lindenwood School of Communications has adopted a curriculum that is aimed at shoring up the shortcomings of programs that had existed in other institutions. In addition, the proximity of St. Louis, a major media market, allows Lindenwood to enlist media professionals as instructors, guest lecturers and workshop participants. This makes the Mass Communications with an Emphasis in Media Management and Sales program unique.

Form PS

3. PROGRAM STRUCTURE - Mass Communications – Media Management and Sales Emphasis

A. The degree is offered in a 128 hour program.

B. There are no resident requirements.

C. **General Education requirements:** Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)
 ENG15000 English Composition I (3)
 Communications (3)
 HIS10000 World History (3)
 Cross Cultural or Foreign Language (6)
 Philosophy or Religion (3)
 Literature (6)
 Fine Arts (3)
 U.S. History or American Government (3)
 PSY10000 Principles of Psychology (3)
 Sociology, Anthropology, Criminology or Economics (3)
 Mathematics (3)
 Science (7)

Major requirements: Total credits: Total credits: 48 semester hours

Courses:

COM130 Survey of Professional Media (3)
 COM151 Radio Production (3)
 COM154 Video Production (3)
 COM233 Fundamentals of the Internet (3)
 COM242 Basic Reporting (3)
 COM302 Seminar of Professional Practices and Ethics (3)
 COM303 Written Communications for Business (3)
 COM307 Writing for the Electronic Media (3)
 COM327 Media Literacy (3)
 COM335 Buying and Selling (3)
 COM360 Media Management (3)
 COM401 Mass Communications Law (3)
 COM460 Senior Communications Seminar (3)
 COM301 Applied Mass Communications or
 COM450 Communications Internship (6)
 BA350 Principles of Marketing (3)

D. **Free elective credits:** No less than 31 semester hours

- E. **Experiential requirements:** Students are required to complete 3 hours of experiential credit completed as either practicum courses or internships.
- F. **Unique Features**
 - i. Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.
 - ii. Students are required to complete all course work with a cumulative grade point average of no less than 2.0.

Form PG

4. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS - Mass Communications - Media Management and Sales Emphasis

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Media Management and Sales will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which managerial skills and the understanding of a sales-oriented environment used in the Communications industry are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Media Management and Sales is both compatible and consistent with the goals and objectives of the mission of the University.

A. Student Preparation

- i. The Bachelor of Arts in Mass Communications with an Emphasis in Media Management and Sales program will accept any student who has met the general admission requirements of Lindenwood University. No special preparation is required.

B. Faculty Characteristics

- i. All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching experience and managerial and media sales experience.
- ii. This course work for this degree will be delivered by full time faculty.

- iii. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Media Management and Sales will be assigned academic advisors who are instructors in the program

C. Enrollment Projections

i.

Year	2009	2010	2011	2012	2013
Anticipated New Students	42	11	14	16	18
% FT/PT	95/5	95/5	95/5	95/5	95/5

D. Student and Program Outcomes

i.

Year	2009	2010	2011	2012	2013
Anticipated Graduates	10	13	15	17	18

- ii. This degree will provide education for students whose goal it is to become a manager or owner in the mass communications industry. Graduates will be prepared to successfully sell media advertising, develop strategic plans for media companies, and direct personnel to the fulfillment of those plans. The program is designed to meet the needs of broadcasting, cablecasting, print media and e-commerce.
- iii. There are no specific licenses or certifications for these students. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Media Management and Sales will be prepared to pursue Masters of Arts degree in Business or Communications.
- iv. No nationally recognized assessments are used.
- v. There are no scientific studies to determine precise placement rates.
- vi. There are no scientific studies to determine transfer rates.

E. Program Accreditation

- i. The Lindenwood University School of Communications is studying a plan to apply for accreditation from the Accrediting Council on Education in Journalism and Mass Communications. If adopted, an application should be filled in the calendar year 2010.

F. Alumni and Employer Survey

- i & ii. There are currently no formal surveys conducted to gather “satisfaction” rates from alumni or employees. Surveys are being designed to glean this information. We receive considerable information from the questionnaires returned from employers that rate the performance of the student interns. These questionnaires are distributed at the end of each semester (fall, spring, summer). This data is not quantified.

5. ACCREDITATION - Mass Communications - Media Management and Sales Emphasis

The Dean of Lindenwood University’s School of Communications has had informal discussions with members of the Association of Educator for Journalism and Mass Communications to determine the benefits of accreditation by the Accrediting Council on Education in Journalism and Mass Communications. This information will be reported to and discussed by the faculty of the School of Communications and Lindenwood University’s administration. If the accrediting organization allows sufficient autonomy and reasonable self-determination for Lindenwood, and it has been determine that the school meets the standards of the accreditation group, the school will submit an application.

6. INSTITUTIONAL CHARACTERISTICS - Mass Communications - Media Management and Sales Emphasis

Lindenwood University has exceptional facilities that serve as classrooms and working laboratories for students in the Advertising and Media program. The media outlets (newspaper, radio, television and web) are incorporated into the curriculum and students compete for management positions in those entities.

Form SE**STUDENT ENROLLMENT PROJECTIONS for B.A. in Mass Communications –
Media Management and Sales Emphasis**

Year	1	2	3	4	5
Full Time	12	13	15	15	17
Part Time (Not Applicable)					
Total	12	13	15	15	17

Public Relations Emphasis**1. NEED - Mass Communications - Public Relations Emphasis****A. Student Demand**

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Public relation is essential because public image is a vital component to the success of any corporation or business. If they appear as undesirable, the community will not patronize their product or services. This could lead to declining profits and financial losses. Creating and using effective public relations requires a thorough understanding of a variety of factors including mathematics, business and social sciences; all included in the Lindenwood Public Relations emphasis.

C. Societal Need

- i. Students with a thorough understanding of ethical and legal marketing help keep consumers properly informed.

D. Methodology

- i. The information addressing market demand and societal need was determined through printed and online research.

2. DUPLICATION AND COLLABORATION - Mass Communications - Public Relations Emphasis

Lindenwood University's Mass Communications - Public Relations program addresses the specific needs of the corporate community as determined through several personal interviews with industry professionals. The Lindenwood School of Communications has adopted a curriculum that is aimed at shoring up the shortcomings of programs that had existed in other institutions. Many, if not most schools, still teach Public Relations as a function of the Business curriculum. The proximity of St. Louis, a major advertising market, allows Lindenwood to enlist public relation professionals as instructors, guest lecturers and workshop participants. This makes the Mass Communications - Public Relations program unique.

Form PS

3. PROGRAM STRUCTURE for Mass Communications – Public Relations Emphasis

A. The degree is offered in a 128 hour program.

B. There are no resident requirements.

C. **General Education requirements:** Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)
 ENG15000 English Composition I (3)
 Communications (3)
 HIS10000 World History (3)
 Cross Cultural or Foreign Language (6)
 Philosophy or Religion (3)
 Literature (6)
 Fine Arts (3)
 U.S. History or American Government (3)
 PSY10000 Principles of Psychology (3)
 Sociology, Anthropology, Criminology or Economics (3)
 Mathematics (3)
 Science (7)

Major requirements: Total credits: 45 semester hours

Courses:

COM130 Survey of Professional Media (3)
 COM151 Radio Production (3)
 COM154 Video Production (3)
 COM233 Fundamentals of the Internet (3)
 COM242 Basic Reporting (3)
 COM302 Seminar of Professional Practices and Ethics (3)
 COM303 Written Communications for Business (3)
 COM305 Desktop Publishing (3)
 COM307 Writing for the Electronic Media (3)
 COM327 Media Literacy (3)
 COM401 Mass Communications Law (3)
 COM427 Advertising Campaign Management (3)
 COM460 Senior Communications Seminar (3)
 COM301 Applied Mass Communications or
 COM450 Communications Internship (3)
 BA452 Public Relations (3)

D. **Free elective credits:** No less than 34 semester hours

- E. **Experiential requirements:** Students are required to complete 3 hours of experiential credit completed as either practicum courses or internships.
- F. **Unique Features**
 - i. Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.
 - ii. Students are required to complete all course work with a cumulative grade point average of no less than 2.0.

Form PG

4. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS - Mass Communications - Public Relations Emphasis

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Public Relations will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which the use of all forms of media and communication build, maintain and manage the reputation of organizations ranging from public bodies or services to businesses and voluntary organizations are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Public Relations is both compatible and consistent with the goals and objectives of the mission of the University.

A. Student Preparation

- i. The Bachelor of Arts in Mass Communications with an Emphasis in Public Relations program will accept any student who has met the general admission requirements of Lindenwood University. No special preparation is required.

B. Faculty Characteristics

- i. All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching experience and public relations, advertising and/or marketing experience.
- ii. This course work for this degree will be delivered by full time faculty.
- iii. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Public Relations will be assigned academic advisors who are instructors in the program

C. Enrollment Projections

i.

Year	2009	2010	2011	2012	2013
Anticipated New Students	41	16	18	16	19
% FT/PT	95/5	95/5	95/5	95/5	95/5

D. Student and Program Outcomes

i.

Year	2009	2010	2011	2012	2013
Anticipated Graduates	12	15	16	17	17

- ii. This degree will provide education for students whose goal it is to become a public relations officer in a corporation or work in a creative capacity for a public relations firm. Graduates will be prepared to cultivate media relations, generate news stories, conduct organizational marketing and branding, manage public relations campaigns, coordinate public and community forums, and develop culturally and linguistically competent educational and promotional materials for diverse users.
- iii. There are no specific licenses or certifications for these students, although there are a number of professional organizations that they will have the option to join. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Public Relations will be prepared to pursue Masters of Arts degree in Non-Profit Management or Communications.
- iv. No nationally recognized assessments are used.
- v. There are no scientific studies to determine precise placement rates.
- vi. There are no scientific studies to determine transfer rates.

E. Program Accreditation

- ii. The Lindenwood University School of Communications is studying a plan to apply for accreditation from the Accrediting Council on Education in Journalism and Mass Communications. If adopted, an application should be filled in the calendar year 2010.

F. Alumni and Employer Survey

- i & ii. There are currently no formal surveys conducted to gather “satisfaction” rates from alumni or employees. Surveys are being designed to glean this information. We receive considerable information from the questionnaires returned from employers that rate the performance of the student interns. These questionnaires are distributed at the end of each semester (fall, spring, summer). This data is not quantified.

5. ACCREDITATION - - Mass Communications - Public Relations Emphasis

The Dean of Lindenwood University’s School of Communications has had informal discussions with members of the Association of Educator for Journalism and Mass Communications to determine the benefits of accreditation by the Accrediting Council on Education in Journalism and Mass Communications. This information will be reported to and discussed by the faculty of the School of Communications and Lindenwood University’s administration. If the accrediting organization allows sufficient autonomy and reasonable self-determination for Lindenwood, and it has been determine that the school meets the standards of the accreditation group, the school will submit an application.

6. INSTITUTIONAL CHARACTERISTICS - Mass Communications - Public Relations Emphasis

Lindenwood University has exceptional facilities that serve as classrooms and working laboratories for students in the Mass Communications - Public Relations program.

Form SE**STUDENT ENROLLMENT PROJECTIONS for B.A. in Mass Communications -
Public Relations Emphasis**

Year	1	2	3	4	5
Full Time	12	15	16	17	17
Part Time (Not Applicable)					
Total	12	15	16	17	17

Radio Emphasis**1. NEED - Mass Communications – Radio Emphasis****A. Student Demand**

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Few industries change as often or as radically as broadcasting, and careers in electronic communications are increasingly requiring that professionals are educated, not only in the area of broadcasting, but also in the areas that are required for a good liberal arts education.

C. Societal Need

- i. An understanding of journalism, the First Amendment, and the ethics necessary for a responsible free press is crucial in the survival of a democracy.

D. Methodology

- i. The information addressing market demand and societal need was determined through printed and online research.

2. DUPLICATION AND COLLABORATION - Mass Communications - Radio

Lindenwood University's Bachelor of Arts in Mass Communications with an Emphasis in Radio program is one of the oldest in the United States and is dedicated to incorporating practical experience with theoretical concepts. For 60 years, the school's radio station, KCLC, has given students the opportunity to learn communications skills by broadcasting in the St. Louis market. This proximity to a top-twenty broadcast market allows Lindenwood to enlist broadcast professionals as instructors, guest lecturers and workshop participants. This makes the Mass Communications - Radio program unique.

Form PS

3. PROGRAM STRUCTURE for B. A. in Mass Communications – Radio Emphasis

A. The degree is offered in a 128 hour program.

B. There are no resident requirements.

C. **General Education requirements:** Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)

ENG15000 English Composition I (3)

Communications (3)

HIS10000 World History (3)

Cross Cultural or Foreign Language (6)

Philosophy or Religion (3)

Literature (6)

Fine Arts (3)

U.S. History or American Government (3)

PSY10000 Principles of Psychology (3)

Sociology, Anthropology, Criminology or Economics (3)

Mathematics (3)

Science (7)

D. **Major requirements:** Total credits: 45 semester hours

Courses:

COM130 Survey of Professional Media (3)

COM151 Radio Production (3)

COM154 Video Production (3)

COM233 Fundamentals of the Internet (3)

COM242 Basic Reporting (3)

COM301 Applied Mass Communications – Radio (3)

COM302 Seminar of Professional Practices and Ethics (3)

COM304 Broadcast Newswriting (3)

COM307 Writing for the Electronic Media (3)

COM327 Media Literacy (3)

COM352 Advanced Audio Production (3)

COM360 Media Management (3)

COM401 Mass Communications Law (3)

COM460 Senior Communications Seminar (3)

COM301 Applied Mass Communications (second semester) or

COM450 Communications Internship (3)

E. **Free elective credits:** No less than 34 semester hours

F. **Experiential requirements:** Students are required to complete 6 hours of experiential credit completed as either practicum courses or internships.

G. Unique Features

- i. Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.
- ii. Students are required to complete all course work with a cumulative grade point average of no less than 2.0.

Form PG**4. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS - Mass Communications – Radio Emphasis****Overview**

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Radio will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which radio broadcasting skills, the understanding of mass communications marketing and industry management are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Radio is both compatible and consistent with the goals and objectives the mission of the University.

A. Student Preparation

- i. The Bachelor of Arts in Mass Communications with an Emphasis in Radio program will accept any student who has met the general admission requirements of Lindenwood University. No special preparation is required.

B. Faculty Characteristics

- i. All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching and radio broadcasting experience.
- ii. This course work for this degree will be delivered by full time faculty.
- iii. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Radio will be assigned academic advisors who are instructors in the program

C. Enrollment Projections

i.

Year	2009	2010	2011	2012	2013
Anticipated New Students	44	13	13	14	18
% FT/PT	95/5	95/5	95/5	95/5	95/5

D. Student and Program Outcomes

i.

Year	2009	2010	2011	2012	2013
Anticipated Graduates	11	13	14	17	77

- ii. This degree will provide education for students whose goal it is to obtain the knowledge and understanding the various skills necessary to be a successful professional in radio broadcasting. Graduates will know important Federal Communication Commission rules and regulations, have mastery of the technical expertise needed in the day-to-day operation of a radio station, be able to effectively communicate during a broadcast, and have the skills analyze to media ratings and understand their impact on corporate profits.
- iii. There are no specific licenses or certifications for these students. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Radio will be prepared to pursue Masters of Arts degree in Communications.
- iv. No nationally recognized assessments are used.
- v. There are no scientific studies to determine precise placement rates.
- vi. There are no scientific studies to determine transfer rates.

E. Program Accreditation

- i. The Lindenwood University School of Communications is studying a plan to apply for accreditation from the Accrediting Council on Education in Journalism and Mass Communications. If adopted, an application should be filled in the calendar year 2010.

F. Alumni and Employer Survey

- i & ii. There are currently no formal surveys conducted to gather “satisfaction” rates from alumni or employees. Surveys are being designed to glean this information.

We receive considerable information from the questionnaires returned from employers that rate the performance of the student interns. These questionnaires are distributed at the end of each semester (fall, spring, summer). This data is not quantified.

5. ACCREDITATION - Mass Communications – Radio Emphasis

The Dean of Lindenwood University's School of Communications has had informal discussions with members of the Association of Educator for Journalism and Mass Communications to determine the benefits of accreditation by the Accrediting Council on Education in Journalism and Mass Communications. This information will be reported to and discussed by the faculty of the School of Communications and Lindenwood University's administration. If the accrediting organization allows sufficient autonomy and reasonable self-determination for Lindenwood, and it has been determine that the school meets the standards of the accreditation group, the school will submit an application.

6. INSTITUTIONAL CHARACTERISTICS - Mass Communications – Radio Emphasis

Lindenwood University has exceptional facilities that serve as classrooms and working laboratories for students in the Mass Communications - Radio program. The school's radio station, KCLC-FM, broadcasts 35, 500 watts to the greater St. Louis area and has state-of-the-art broadcast and production studios.

Form SE**STUDENT ENROLLMENT PROJECTIONS for B.A. in Mass Communications – Radio Emphasis**

Year	1	2	3	4	5
Full Time	11	13	15	17	18
Part Time (Not Applicable)					
Total	11	13	15	17	18

Radio & Television Emphasis**1. NEED - Mass Communications – Radio & Television Emphasis****A. Student Demand**

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Few industries change as often or as radically as broadcasting, and careers in electronic communications are increasingly requiring that professionals are educated, not only in the area of broadcasting, but also in the areas that are required for a good liberal arts education.

C. Societal Need

- i. An understanding of journalism, the First Amendment, and the ethics necessary for a responsible free press is crucial in the survival of a democracy.

D. Methodology

- i. The information addressing market demand and societal need was determined through printed and online research.

2. DUPLICATION AND COLLABORATION - Mass Communications – Radio & Television Emphasis

Lindenwood University's Bachelor of Arts in Mass Communications with an Emphasis in Radio program is one of the oldest in the United States and is dedicated to incorporating practical experience with theoretical concepts. For 60 years, the schools

radio station, KCLC, has given students the opportunity to learn communications skills by broadcasting in the St. Louis market. LUTV has state-of-the-art studios and equipment. This program provides a student with a thorough understanding of broadcasting. This proximity to a top-twenty broadcast market allows Lindenwood to enlist broadcast professionals as instructors, guest lecturers and workshop participants. This makes the Mass Communications – Radio and Television program unique.

Form PS

3. PROGRAM STRUCTURE for B. A. in Mass Communications – Radio and Television Emphasis

A. The degree is offered in a 128 hour program.

B. There are no resident requirements.

C. **General Education requirements:** Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)
 ENG15000 English Composition I (3)
 Communications (3)
 HIS10000 World History (3)
 Cross Cultural or Foreign Language (6)
 Philosophy or Religion (3)
 Literature (6)
 Fine Arts (3)
 U.S. History or American Government (3)
 PSY10000 Principles of Psychology (3)
 Sociology, Anthropology, Criminology or Economics (3)
 Mathematics (3)
 Science (7)

D. **Major requirements:** Total credits: 48 semester hours

Courses:

COM130 Survey of Professional Media (3)
 COM151 Radio Production (3)
 COM154 Video Production (3)
 COM233 Fundamentals of the Internet (3)
 COM242 Basic Reporting (3)
 COM256 Production for Television (3)
 COM301 Applied Mass Communications – Radio (3)
 COM302 Seminar of Professional Practices and Ethics (3)
 COM304 Broadcast Newswriting (3)
 COM307 Writing for the Electronic Media (3)
 COM327 Media Literacy (3)
 COM352 Advanced Audio Production (3)
 COM360 Media Management (3)
 COM401 Mass Communications Law (3)
 COM460 Senior Communications Seminar (3)
 COM301 Applied Mass Communications (second semester) or
 COM450 Communications Internship (3)

E. **Free elective credits:** No less than 31 semester hours

- F. **Experiential requirements:** Students are required to complete 6 hours of experiential credit completed as either practicum courses or internships.

G. **Unique Features**

- i. Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.
- ii. Students are required to complete all course work with a cumulative grade point average of no less than 2.0.

Form PG

4. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS - Mass Communications - Radio & Television Emphasis

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Radio and Television will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which radio and television broadcasting skills, the understanding of mass communications marketing and industry management are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Radio and Television is both compatible and consistent with the goals and objectives of the mission of the University.

A. Student Preparation

- i. The Bachelor of Arts in Mass Communications with an Emphasis in Radio and Television program will accept any student who has met the general admission requirements of Lindenwood University. No special preparation is required.

B. Faculty Characteristics

- i. All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching and broadcasting experience.
- ii. This course work for this degree will be delivered by full time faculty.
- iii. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Radio and Television will be assigned academic advisors who are instructors in the program

C. Enrollment Projections

i.

Year	2009	2010	2011	2012	2013
Anticipated New Students	52	20	22	30	23
% FT/PT	95/5	95/5	95/5	95/5	95/5

D. Student and Program Outcomes

i.

Year	2009	2010	2011	2012	2013
Anticipated Graduates	18	16	18	19	20

- ii. This degree will provide education for students whose goal it is to obtain the basic knowledge and understanding the various skills necessary to be a successful professional in radio and television broadcasting. Graduates will know important Federal Communication Commission rules and regulations, be familiar with the technical expertise needed in the day-to-day operation of a broadcasting station, be able to effectively communicate during a broadcast, and have the skills analyze to media ratings and understand their impact on corporate profits.
- iii. There are no specific licenses or certifications for these students. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Radio and Television will be prepared to pursue Masters of Arts degree in Communications.
- iv. No nationally recognized assessments are used.
- v. There are no scientific studies to determine precise placement rates.
- vi. There are no scientific studies to determine transfer rates.

E. Program Accreditation

- i. The Lindenwood University School of Communications is studying a plan to apply for accreditation from the Accrediting Council on Education in Journalism and Mass Communications. If adopted, an application should be filled in the calendar year 2010.

F. Alumni and Employer Survey

- i & ii. There are currently no formal surveys conducted to gather “satisfaction” rates from alumni or employees. Surveys are being designed to glean this information. We receive considerable information from the questionnaires returned from employers that rate the performance of the student interns. These questionnaires are distributed at the end of each semester (fall, spring, summer). This data is not quantified.

5. ACCREDITATION Mass Communications - Radio & Television Emphasis

The Dean of Lindenwood University’s School of Communications has had informal discussions with members of the Association of Educator for Journalism and Mass Communications to determine the benefits of accreditation by the Accrediting Council on Education in Journalism and Mass Communications. This information will be reported to and discussed by the faculty of the School of Communications and Lindenwood University’s administration. If the accrediting organization allows sufficient autonomy and reasonable self-determination for Lindenwood, and it has been determine that the school meets the standards of the accreditation group, the school will submit an application.

6. INSTITUTIONAL CHARACTERISTICS – Mass Communications – Radio & Television Emphasis

Lindenwood University has exceptional facilities that serve as classrooms and working laboratories for students in the Mass Communications – Radio program. The school’s radio station, KCLC-FM, broadcasts 35, 500 watts to the greater St. Louis area and has state-of-the-art broadcast and production studios. LUTV, Lindenwood’s television station cablecasts on St. Charles Charter Cable with a potential subscribership of 50,000. LUTV is also available both on the Lindenwood website and AT&T U-verse service.

Form SE**STUDENT ENROLLMENT PROJECTIONS for B.A. in Mass Communications –
Radio & Television Emphasis**

Year	1	2	3	4	5
Full Time	12	13	15	15	17
Part Time (Not Applicable)					
Total	12	13	13	15	17

Sports Information Emphasis**1. NEED: Mass Communications – Sports Information Emphasis****A. Student Demand**

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. The increasing professionalism of sports is creating the need for university graduates who have an understanding of mass communications and the skills to disperse information for a sports organization in a converged media marketplace.

C. Societal Need

- i. Students with a thorough understanding of journalistic ethical and the help keep sports consumers properly informed.

D. Methodology

- i. The information addressing market demand and societal need was determined through printed and online research.

**2. DUPLICATION AND COLLABORATION – Mass Communications – Sports
Information Emphasis**

Lindenwood University's Mass Communications with an Emphasis in Sports Information program addresses the specific needs of the advertising and media community as

determined through several personal interviews with industry professionals. The university's sports program that hosts 48 varsity teams provides students with useful experience. In addition, the proximity of St. Louis, a major advertising market, allows Lindenwood to enlist advertising professionals as instructors, guest lecturers and workshop participants. This makes the Mass Communications – Sports Information program unique.

Form PS

3. PROGRAM STRUCTURE for B. A. in Mass Communications - Sports Information Emphasis

A. The degree is offered in a 128 hour program.

B. There are no resident requirements.

C. **General Education requirements:** Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)
 ENG15000 English Composition I (3)
 Communications (3)
 HIS10000 World History (3)
 Cross Cultural or Foreign Language (6)
 Philosophy or Religion (3)
 Literature (6)
 Fine Arts (3)
 U.S. History or American Government (3)
 PSY10000 Principles of Psychology (3)
 Sociology, Anthropology, Criminology or Economics (3)
 Mathematics (3)
 Science (7)

D. **Major requirements:** Total credits: 48 semester hours

Courses:

COM130 Survey of Professional Media (3)
 COM151 Radio Production (3)
 COM154 Video Production (3)
 COM233 Fundamentals of the Internet (3)
 COM242 Basic Reporting (3)
 COM302 Seminar of Professional Practices and Ethics (3)
 COM305 Desktop Publishing (3)
 COM307 Writing for the Electronic Media (3)
 COM327 Media Literacy (3)
 COM335 Buying and Selling Media (3)
 COM401 Mass Communications Law (3)
 COM460 Senior Communications Seminar (3)
 COM301 Applied Mass Communications (second semester) or
 COM450 Communications Internship (3)
 BA452 Public Relations (3)
 BSM260 Orientation to Sports Management (3)
 BSM410 Sports Management Policy (3)

E. **Free elective credits:** No less than 31 semester hours

F. **Experiential requirements:** Students are required to complete 6 hours of experiential credit completed as either practicum courses or internships.

G. **Unique Features**

- i. Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.
- ii. Students are required to complete all course work with a cumulative grade point average of no less than 2.0.

Form PG

4. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS – Mass Communications – Sports Information Emphasis

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Sports Information will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which writing skills and the ability to generate, accumulate and distribute information in the sports industry are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Sports Information is both compatible and consistent with the goals and objectives of the mission of the University.

A. Student Preparation

- i. The Bachelor of Arts in Mass Communications with an Emphasis in Sports Information program will accept any student who has met the general admission requirements of Lindenwood University. No special preparation is required.

B. Faculty Characteristics

- i. All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching experience and professional experience with a sports organization.
- ii. This course work for this degree will be delivered by full time faculty.
- iii. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Sports Information will be assigned academic advisors who are instructors in the program

C. Enrollment Projections

i.

Year	2009	2010	2011	2012	2013
Anticipated New Students	12	3	3	3	4
% FT/PT	95/5	95/5	95/5	95/5	95/5

D. Student and Program Outcomes

i.

Year	2009	2010	2011	2012	2013
Anticipated Graduates	2	2	2	2	3

- ii. This degree will provide education for students whose goal it is to become a manager or owner in the mass communications industry. Graduates will be prepared to take the responsibility for the various sources of media attention to sport teams or facilities including writing and printing game schedules, promoting attendance to sporting events, coordinate broadcasting or TV coverage of an event, and arranging and planning advertising. Students will be qualified to work for either professional sports organizations or college and university-level sports programs.
- iii. There are no specific licenses or certifications for these students. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Sports Information will be prepared to pursue Masters of Arts degree in Marketing or Communications.
- iv. No nationally recognized assessments are used.
- v. There are no scientific studies to determine precise placement rates.
- vi. There are no scientific studies to determine transfer rates.

E. Program Accreditation

- ii. The Lindenwood University School of Communications is studying a plan to apply for accreditation from the Accrediting Council on Education in Journalism

and Mass Communications. If adopted, an application should be filled in the calendar year 2010.

F. Alumni and Employer Survey

- i & ii. There are currently no formal surveys conducted to gather “satisfaction” rates from alumni or employees. Surveys are being designed to glean this information. We receive considerable information from the questionnaires returned from employers that rate the performance of the student interns. These questionnaires are distributed at the end of each semester (fall, spring, summer). This data is not quantified.

5. ACCREDITATION – Mass Communications – Sports Information Emphasis

The Dean of Lindenwood University’s School of Communications has had informal discussions with members of the Association of Educator for Journalism and Mass Communications to determine the benefits of accreditation by the Accrediting Council on Education in Journalism and Mass Communications. This information will be reported to and discussed by the faculty of the School of Communications and Lindenwood University’s administration. If the accrediting organization allows sufficient autonomy and reasonable self-determination for Lindenwood, and it has been determine that the school meets the standards of the accreditation group, the school will submit an application.

6. INSTITUTIONAL CHARACTERISTICS – Mass Communications – Sports Information Emphasis

Lindenwood University has one of the most active sports programs of any university in the United States and it must market its teams to large St. Louis market.

Form SE**STUDENT ENROLLMENT PROJECTIONS for B.A. Mass Communications –
Sports Information Emphasis**

Year	1	2	3	4	5
Full Time	2	2	2	2	3
Part Time (Not Applicable)					
Total	2	2	2	2	3

Television Emphasis**1. NEED - Mass Communications – Television Emphasis****A. Student Demand**

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Few industries change as often or as radically as broadcasting, and careers in electronic communications require that professionals are educated, not only in the area of broadcasting, but also in the areas that are required for a good liberal arts education. Internet content is increasingly using more video content and as the technology becomes more available, the demand for qualified professionals will also increase.

C. Societal Need

- i. An understanding of journalism, the First Amendment, and the ethics necessary for a responsible free press is crucial in the survival of a democracy.

D. Methodology

- i. The information addressing market demand and societal need was determined through printed and online research.

2. DUPLICATION AND COLLABORATION - Mass Communications – Television Emphasis

Lindenwood University's Bachelor of Arts in Mass Communications with an Emphasis in Radio program is one of the oldest in the United States and is dedicated to incorporating practical experience with theoretical concepts. LUTV has state-of-the-art studios and equipment, and it cablecasts on St. Charles Charter Cable with a potential subscribership of 50,000. LUTV is also available both on the Lindenwood website and AT&T U-verse service. This program provides a student with a thorough understanding of broadcasting. The proximity to a top-twenty broadcast market allows Lindenwood to enlist broadcast professionals as instructors, guest lecturers and workshop participants. This makes the Mass Communications –Television program unique.

Form PS

3. PROGRAM STRUCTURE for B. A. in Mass Communications –Television Emphasis

A. The degree is offered in a 128 hour program.

B. There are no resident requirements.

C. **General Education requirements:** Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)
 ENG15000 English Composition I (3)
 Communications (3)
 HIS10000 World History (3)
 Cross Cultural or Foreign Language (6)
 Philosophy or Religion (3)
 Literature (6)
 Fine Arts (3)
 U.S. History or American Government (3)
 PSY10000 Principles of Psychology (3)
 Sociology, Anthropology, Criminology or Economics (3)
 Mathematics (3)
 Science (7)

D. **Major requirements:** Total credits: 51 semester hours

Courses:

COM130 Survey of Professional Media (3)
 COM151 Radio Production (3)
 COM154 Video Production (3)
 COM233 Fundamentals of the Internet (3)
 COM242 Basic Reporting (3)
 COM256 Production for Television (3)
 COM301 Applied Mass Communications – Radio (3)
 COM302 Seminar of Professional Practices and Ethics (3)
 COM304 Broadcast Newswriting (3)
 COM307 Writing for the Electronic Media (3)
 COM327 Media Literacy (3)
 COM357 Intermediate Non-linear Editing (3)
 COM354 Advanced Video Production (3)
 COM360 Media Management (3)
 COM401 Mass Communications Law (3)
 COM460 Senior Communications Seminar (3)
 COM301 Applied Mass Communications (second semester) or
 COM450 Communications Internship (3)

E. **Free elective credits:** No less than 28 semester hours

- F. **Experiential requirements:** Students are required to complete 6 hours of experiential credit completed as either practicum courses or internships.

G. **Unique Features**

- i. Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.
- ii. Students are required to complete all course work with a cumulative grade point average of no less than 2.0.

Form PG

4. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS - Mass Communications – Television Emphasis

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Television will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which television broadcasting skills, the understanding of mass communications marketing and industry management are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Television is both compatible and consistent with the goals and objectives of the mission of the University.

A. Student Preparation

- i. The Bachelor of Arts in Mass Communications with an Emphasis in Television program will accept any student who has met the general admission requirements of Lindenwood University. No special preparation is required.

B. Faculty Characteristics

- i. All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching and television and/or video production experience.
- ii. This course work for this degree will be delivered by full time faculty.
- iii. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Radio will be assigned academic advisors who are instructors in the program

C. Enrollment Projections

i.

Year	2009	2010	2011	2012	2013
Anticipated New Students	48	15	17	22	21
% FT/PT	95/5	95/5	95/5	95/5	95/5

D. Student and Program Outcomes

i.

Year	2009	2010	2011	2012	2013
Anticipated Graduates	12	15	17	20	20

- ii. This degree will provide education for students whose goal it is to obtain the basic knowledge and understanding the various skills necessary to be a successful professional in television broadcasting and video production. Graduates will know important Federal Communication Commission rules and regulations, be familiar with the technical expertise needed in the day-to-day operation of a broadcasting station, be able to effectively communicate during a broadcast, and have the skills analyze to media ratings and understand their impact on corporate profits.
- iii. There are no specific licenses or certifications for these students. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Television will be prepared to pursue Masters of Arts degree in Communications.
- iv. No nationally recognized assessments are used.
- v. There are no scientific studies to determine precise placement rates.
- vi. There are no scientific studies to determine transfer rates.

E. Program Accreditation

- i. The Lindenwood University School of Communications is studying a plan to apply for accreditation from the Accrediting Council on Education in Journalism and Mass Communications. If adopted, an application should be filled in the calendar year 2010.

F. Alumni and Employer Survey

- i & ii. There are currently no formal surveys conducted to gather “satisfaction” rates from alumni or employees. Surveys are being designed to glean this information. We receive considerable information from the questionnaires returned from employers that rate the performance of the student interns. These questionnaires are distributed at the end of each semester (fall, spring, summer). This data is not quantified.

5. ACCREDITATION - Mass Communications – Television Emphasis

The Dean of Lindenwood University’s School of Communications has had informal discussions with members of the Association of Educator for Journalism and Mass Communications to determine the benefits of accreditation by the Accrediting Council on Education in Journalism and Mass Communications. This information will be reported to and discussed by the faculty of the School of Communications and Lindenwood University’s administration. If the accrediting organization allows sufficient autonomy and reasonable self-determination for Lindenwood, and it has been determine that the school meets the standards of the accreditation group, the school will submit an application.

6. INSTITUTIONAL CHARACTERISTICS - Mass Communications – Television Emphasis

Lindenwood University has exceptional facilities that serve as classrooms and working laboratories for students in the Mass Communications - Radio program. LUTV, Lindenwood’s television station cablecasts on St. Charles Charter Cable with a potential subscribership of 50,000. LUTV is also available both on the Lindenwood website and AT&T U-verse service.

Form SE**STUDENT ENROLLMENT PROJECTIONS for B.A. in Mass Communications –
Television Emphasis**

Year	1	2	3	4	5
Full Time	12	15	17	20	20
Part Time (Not Applicable)					
Total	12	15	17	20	20